

THE OUTLOOK

THOS. O. LUSTER, Publisher

Published Weekly In The Interest
of Carrizozo and all of Lincoln
County, New Mexico.

LARGEST CIRCULATION IN THE COUNTY

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6, 1911, at the post office at Carrizozo, New
Mexico, under the Act of March 3, 1879.Advertising forms close Wednesday at noon
News columns close Thursday night. If you
do not receive your paper regularly, please notify
the Publisher of Advertising rates on application.

SUBSCRIPTION RATES

ONE YEAR, In Advance \$1.50
SIX MONTHS, In Advance .75
OFFICE PHONE NUMBER 24

FRIDAY, MARCH 5, 1915

BEWARE OF THE KNOCKER

"Beware of the knocker," a pessimist is the most despicable fellow running loose. Let's all agree on this one point and run him out of our growing and prosperous little city.

There are other places that are many times harder up for the ready cash than Carrizozo.

You see the straggler coming back to town every few days and he is glad to be back, too, take it from me. He will always be a booster from now on. The man that never boasts is the "Yap" that is narrow and has never been out of town. You brand yourself with all thinking people to make those little remarks as unthoughtful.

"STOP MY SUBSCRIPTION"

More attention than has yet been given to it is deserved by the psychology of the people who, having seen something in a newspaper, usually an editorial article, with which they strongly disagree, immediately write and mail an angry letter announcing the firm intention to take that paper no more.

The apparent purpose of this action—assuming it to be carried out—is to punish the expression of the respected opinions by withdrawing a fraction of the paper's revenue, but underlying that aim is probably a desire, conscious or unconscious, to inspire fear of other losses of the same kind and so to coerce the paper by an appeal to its material interests into a reversal of its policy and attitude on the question at issue.

Of course, such a reversal for such a reason, says the New York Times in a recent editorial, would be dishonest as well as cowardly. But he who prohibits the stopping of his subscription doesn't think of that. And how hard to explain is it that anybody should be without the willingness, or even without the eagerness, to hear what can be said against his own class or "own opinions"? Either his confidence in his own judgment is weak or he presumes to hold to notions already accepted, regardless of whether they are right or wrong.

The reader who will not take a paper with all the utterances of which he cannot agree does not want a newspaper at all, or to know what can be known about the subjects he considers important or interesting—he wants a partisan organ that will keep him in a comfortable twilight. Papers of that kind were once numerous, but they are scarce nowadays, and they are fewer every year.—Pub. Auxiliary.

Senators opposed to the Ship Bill run some risk of being regarded as belonging to the traitors of their country's interest.

WANTS TO BE PUT RIGHT

Hondo, N. M., Feb. 21, 1915.
Editor Outlook,
Carrizozo, N. M.

Dear Sir:

Under the caption of "That Hondo School House" in the last issue of the Outlook, you comment on a letter written by me recently to Mr. A. White the States Supt. of Public Instruction; the closing paragraph of the article states: "He also prefers to see the compulsory school age from 8 to 18 years instead of from 7 to 14 years, and that all students over the age of 21 shall pay tuition."

The above is just the opposite of my views in the matter of tuition for persons over the age of 21 years. My recommendation would be to allow persons of any age to receive tuition free. I am opposed to any barrier to the acquirement of an education.

Referring to the proposition of acquiring title to a plot of land for school gardens and demonstration in agriculture, it is being done elsewhere with the greatest benefit, and the communities that take such action early are the ones that are going to build up and prosper far more than others which fail to take advantage of their opportunities as presented today. Land is enhancing in value every day and the vacant government lands, even areas that were considered absolutely worthless only a year ago, are now being taken and homes established upon them, by the land hungry people flocking in from the east, and the communities having good schools are the ones that will attract the desirable immigrants.

Clement Hightower

SAYS NEWSPAPER ADS BEST

Banker Declares Better Results Come
Than When Magazines Are
Used.

Newspapers were pronounced far superior to magazines as an advertising medium by F. O. March of E. B. Smith & Co., bankers, in an address on "Financial Advertising" at a round table luncheon of the Poor Richard club, Philadelphia, the other day.

Experiments have recently been made by New York firms. Mr. March said, in advertising with syndicated and individual newspapers in most of the big centers of the country. The carefully tabulated record of results shows that heavier and quicker response came from the newspapers than from similar advertising placed with magazines.

"Financial advertising has changed considerably in recent years," said Mr. March. "Financial houses are coming to realize that bonds and stocks are subject to the same laws of distribution and sale as potatoes. They accordingly are not satisfied with merely inserting a card in the paper calling attention to the number of years they have been in business, but specifically state why the bonds they offer are best."

Mr. March pointed out that advertisements in old city directories show that only a short time ago the "card" advertisement was not used by the advertiser. He said that bankers usually look at more blatant methods of displaying their wares on ethical grounds.

"Having determined the nature of the advertising," continued Mr. March, "where it shall be placed becomes the next problem. We have found that the newspapers are by far the best medium."

CARRIZOZO TIN SHOP

ED. LONG, PROP.

Wind Mills, Tanks, Pumps, Gutters and Flues. Anything
made or repaired of sheet metal

AGENT FOR INDIAN MOTOR CYCLES

Shoes, Harness and Saddles Repaired and sold

FIRST DOOR SOUTH OF TELEPHONE EXCHANGE

CARRIZOZO

NEW MEXICO

AN EXTRAORDINARY SALE

—OF—

EARLY SPRING WASH GOODS

Cotton Foulards, Poplins, Crepes, Fancy Cords and many other popular cloths for the heavier weight wash dresses.

20 c Yard

Values from 25 cents to 50 cents

MORE NEW ARRIVAL IN LADIES' READY TO WEAR DEPARTMENT

Silk and Wool Dresses,
new flare Button Skirt,
military style collar and
long sleeves, Serges,
Chiffon, Taffeta and Poplins

SPECIAL \$7.75

Crepe de Chene, Wasists
in mais, flesh, white,
sand and putty colors with
high and low neck, short
sleeves

SPECIAL \$2.95

Ziegler Bros.

MINING LOCATION NOTICES

The Outlook is now prepared to furnish the public with Mining Location Notices. In the past month we have received numerous calls for these blanks, but were unable to furnish them. Now we can fill all orders regardless of quantity.

Are You in Arrears
on your subscription? You know
WE NEED THE MONEY

PATENTS

Trade marks and copyrights obtained or no fee. Send sketch, sketches or photos and description for FREE SEARCH and report on patentability. Bank references.

PATENTS BUILT FOR YOU for you. Our free booklet will show what to invent and save you money. Write today.

D. SWIFT & CO.
PATENT LAWYERS,
303 Seventh St., Washington, D. C.

RHEUMATIC SUFFERERS
GIVEN QUICK RELIEF

Pain leaves almost as if by magic when you begin using "5-Drops," the famous old remedy for Rheumatism, Lumbago, Gout, Sciatica, Neuralgia and kindred troubles. It goes right to the spot, stops the aches and pains and makes life worth living. Get a bottle of "5-Drops" today. A booklet with each bottle gives full directions for use. Don't delay. Demand "5-Drops." Don't accept anything else in place of it. Any druggist can supply you. If you live too far from a drug store send One Dollar to Swanson Rheumatic Cure Co., Newark, Ohio, and a bottle of "5-Drops" will be sent prepaid.

N. B. Taylor & Sons

The Only Exclusive Hardware in Lincoln County

STOVES, RANGES, GUNS, AMMUNITION,
PAINTS, OILS, HARNESS, BEST LINE
SADDLES IN LINCOLN COUNTY,
POULTRY NETTING, WALL
PAPER, HORSE BLANKETS, AUTO ROBES,
LAP ROBES, BABY
SWINGS, BABY
PUSH CARTS.

WE CARRY A FULL LINE OF ELECTRIC
GOODS, SUCH AS IRONS, SHADES, INCON-
DESCENT GLOBES, MAZDA LAMPS, Etc.

A Complete Line of Aluminum Ware

Gasoline Engines, Windmills, Barbed Wire, Water
Tanks made to order, all kinds of Sheet
Metal and Repair Work, Blacksmithing.

In fact we carry everything
to be found in a first class
Hardware store.

EVERYTHING GUARANTEED

PHONE NO. 9

Carrizozo,

New Mexico

Billiard and Pool Parlor in connection

The Capitan Bar

Choice Liquors,
Brandies & Wines

Capitan, N. M.

The El Paso Herald and the
Woman's Home Companion, both
publications for one year \$7.00
The El Paso Herald and the Metro-
politan Magazine, both publications
for one year \$7.00. The El Paso
Herald and the Sunset Magazine
both publications for one year \$7.00
The El Paso Herald and the Ameri-
can Magazine, both publications
for one year \$7.00. The El Paso

Herald and the Santa Fe New
Mexican, both publications for one
year \$8.00

The above combinations at the
remarkable low prices are good
temporarily only. Therefore, if
you intend to take advantage of
any of these offers, kindly send
your check or money order to the
El Paso Herald, and indicate which
one of the offers you desire.